

Risk Communication Advisory Committee
November 12-13, 2009 Meeting Roster

Chair

Baruch Fischhoff, Ph.D.

Expertise: Risk Perception and
Communication, Decision Analysis
Term: 10/01/2007 – 09/30/2011
Howard Heinz University Professor
Dept of Social and Decision Sciences
Dept of Engineering and Public Policy
Carnegie Mellon University
Pittsburgh, PA 15213-3890

Craig Andrews, Ph.D.

Expertise: Marketing Communication,
Consumer and Advertising Research
Term: 10/01/2008 – 09/30/2012
Professor and
Charles H. Kellstadt Chair in Marketing
Department of Marketing
Marquette University, 681 Straz Hall
Milwaukee, WI 53201-1881

Christine M. Bruhn, Ph.D.

Expertise: Food Safety Communication,
Risk Perception
Term: 10/01/2007 – 09/30/2011
Consumer Marketing Specialist
Director, Center for Consumer Research
University of California, Davis
Dept of Food Science and Technology
One Shields Avenue
Davis, CA 95616

Jacob DeLaRosa, M.D.

Expertise: Surgical Devices, Risk
Communication to Patients
Term: 10/01/2007 – 09/30/2011
Assistant Professor Idaho State University
Chief, Division of Cardiothoracic Surgery
Portneuf Medical Center, 777 Hospital Way
Pocatello, ID 83201

Sokoya Finch, M.A.

Expertise: Grass-roots health
communication coordination
Term: 10/01/2008 – 09/30/2012
Executive Director
Florida Family Network
P.O. Box 6129
Tallahassee, FL 32314

Designated Federal Officer/

Executive Secretary

Lee L. Zwanziger, Ph.D.

FDA/Office of the Commissioner/Office of
Policy, Planning, and Preparedness/
Office of Planning
5600 Fishers Lane, Room 14-90
Rockville, MD 20857
301-827-2895 - telephone
RCAC@fda.hhs.gov

Michael Goldstein, M.D.

Expertise: Behavioral Medicine, Risk and
Health Communication
Term: 10/01/2007 – 09/30/2010
Chief of Mental Health and Behavioral
Sciences Service
Providence VA Medical Center
830 Chalkstone Ave.
Providence RI 02908-4799

Sally Greenberg

Expertise: Consumer Advocacy
Term: Immediately – 09/30/2011
Executive Director
National Consumers League
1701 K. St. NW
Washington, DC 20006

Madeline Y. Lawson, M.S.

Expertise: Advocacy, Minority Health
Term: 10/01/2007 – 09/30/2010
Executive Vice President
Institute for the Advancement of Multicultural
and Minority Medicine
1701 Q. St NW
Washington, D.C. 20009

Musa Mayer, M.S., M.F.A.

Expertise: Patient Advocacy, Counseling,
Journalism
Term: 10/01/2007 – 09/30/2010
250 West 82nd Street
New York, NY 10024

Betsy Lynn Sleath, Ph.D.

Expertise: Pharmacy, Sociology, Health
Literacy, Health Communication
Term: 10/01/2007 – 09/30/2010
Professor of Pharmaceutical Outcomes
and Policy
University of North Carolina
School of Pharmacy
Kerr Hall – CB# 7360
Chapel Hill, NC 27599-7360

Michael S. Wolf, Ph.D., M.P.H.

Expertise: Health Literacy, Medication Use
Term: 10/01/2008 – 09/30/2012
Assist Prof Medicine & Learning Sciences
Director, Ctr for Communication in Health-
care, & Health Literacy and Learning
Institute for Healthcare Studies
Division of General Internal Medicine
Feinberg School of Medicine
Northwestern University
750 N. Lake Shore Drive, 10th Fl
Chicago, IL 60611

Temporary Voting Member

Ellen M. Peters, Ph.D.

Expertise: Numeracy, Risk Perception,
Decision Analysis
Term: 10/01/2007 – 09/30/2009
Senior Research Scientist
Decision Research
1201 Oak Street, Suite 200
Eugene, OR 97401

NIH Speaker

Deborah A. Zarin, M.D.

Director, ClinicalTrials.gov
National Library of Medicine, NIH
9000 Rockville Pike
Bethesda, MD 20892

Guest Speaker

William D. Novelli

Professor
McDonough School of Business
Georgetown University
Washington, DC 20057